Present Stocks Discounted Thousands of Dollars

The J. C Penney Company's 312 stores in 27 States, doing a business annually of approximately FIFTY MILLION DOL=LARS are meeting New Price Conditions. Every Price based on Replacement Value, Regardless of Previous Cost.

O STONE has been left unturned to bring our prices down to rock bottom. In many instances we are selling far below present replacement cost, based on what the average one-store merchant pays for his merchandise. Not solely because we have short lines to close out, but because we have our buying power of 312 stores enables us to replace many lines at prices far below what our competitors have to pay for their merchandise. This saving we pass on to our patrons. Hence the prices we quote are doubly attractive and will remain so.

We solicit your patronage because we can serve you well and give you the most for your money. We do not believe in special sales, nor do we desire to indulge in sensational advertising. It is our intention to impress upon you the heroic measures we are taking to establish new prices based upon our replacement cost and prove to you that we are equal to every emergency, ready, anxious and determined to keep faith with our patrons and give them the benefit of our buying power and organized effort. We stake our reputation on our written word and assure you that you can shop here with absolute confidence that you are paying the right price.

Remember every article in our stock bears its proper reduction in price. We lose thousands of dollars by which our patrons gain. In twenty years of merchandising this is the first general loss we have ever sustained, but we are taking our loss gracefully and are determined now to put our house in order.

During these abnormal times many unscrupulous merchants, in order to get from under their load, resort to misleading statements and deceptive methods which prostitute advertising and result in a loss of confidence among the buying public. They become suspicious and know not to whom to look for fair treatment and the right price. We want you to know and feel that you can with impunity pin your faith to the J. C. PENNY COMPANY and be sure that your confidence will never be abused.

We invite you to our store that you may share in the tremendous savings offered, knowing that you will not be disappointed.

We invite close and accurate comparison of our merchandise and prices because comparison is the true test of value.

SHEET	BLA	NKETS
Grey C		
Reconstr	uctio	n Price
Each		

C. PENNEY COMPANY

\$2.49

SHEET BLANKETS

Heavy Cotton
72x84 in

Reconstruction Price Each \$2.98

NASHUA WOOLNAP BLANKETS 66x80

Reconstruction Price Each \$3.98

NASHUA WOOLNAP BLANKETS 72x84 in Reconstruction Price

COMFORTERS

Double Bed size

Reconstruction Price

\$2.98

COMFORTS

White Cotton filled, Sateen

and of good quality

Reconstruction Price

\$5.90

CANVASS GLOVES

Leather Faced

Reconstruction Price

23c

Each

Each

Per Pair

construction P sch \$5.90

WOOL BLANKETS
WOOLWICH
68x80 in
Reconstruction Price

\$6.90

WOOL BLANKETS BUNGALO Reconstruction Price Each \$7.90

19c

AUTOMATIC SOX

No Seam seross the Tor-

RECONSTRUCTION PRICE

Grey, Tan. Black, Med. Weight RECONSTRUCTION PRICE Per Pair

WOOL SOX

29c

WOOL SOX

Grey. White Heel and Toe Heavy Weight

RECONSTRUCTION PRICE
Per Pair

39c

PAJAMAS

Men's Heavy Outing Flannel
RECONSTRUCTION PRICE
Each

\$1.49

KHAKI PANTS

Full cut, Cuff Bottom
RECONSTRUCTION PRICE
Each

\$1.39

DRESS SHIRTS

Neck Band French Cuff
RECONSTRUCTION PRICE
Each

98c

ARMY BLANKETS

A large size double blanket
RECONSTRUCTION PRICE
Per Pair

\$6.90

ARROW COLLARS RECONSTRUCTION PRICE Each

19c

MENS CAPS beather Fur pull downs RECONSTRUCTION PRICE

\$1.69

OVERSHOES Mark Four Buckle, Robert Edgr RECONSTRUCTION PRICE

Per Pair \$2.98

RUBBERS Men's Heavy Rolled Edge

First Quality

RECONSTRUCTION PRICE

Per Pair

98c

WORK GLOVES

Wrist or Cauntlet, all leather
RECONSTRUCTION PRICE
Per Pair

69c

CASHMERE SOX

Black or Natural Color RECONSTRUCTION PRICE Per Pair

29c

HANES UNDERWEAR Men's Heavy Rib

RECONSTRUCTION PRICE
Per Garment

89c

ROCKFORD SOX

Seamless, Tan and Black Reconstruction Price Per Pair

12c

WOVE UNDERWEAR Heavy Ribbed RECONSTRUCTION PRICE Per Garment

98c

HI-ROCK FLEECE LINED UNDERWEAR RECONSTRUCTION PRICE Per Garment

98c

COLLINS WOOL Genuine Australian Plush Back

RECONSTRUCTION PRICE
Per Garment

\$2.49

HANES UNIONSUITS
Heavy Ribbed
RECONSTRUCTION PRICE

Per Suit \$1.49

WORK SHIRTS

Blue Chambray, full car RECONSTRUCTION PRICE Each

69c

WORK SHIRTS

Black Sateen
RECONSTRUCTION PRICE
Per Pair

89c

FLANNEL SHIRTS

Grey or Khaki Each

\$1.39

CANVAS GLOVES Ileavy quality line Wrist RECONSTRUCTION PRICE Per Pair

12c

FLANNEL SHIRTS All Wool full out RECONSTRUCTION PRICE

\$2.98

OVERALLS

Boys' Bib. All sizes

RECONSTRUCTION PRICE

Each

98c

LEATHER VESTS

Leather lined, Corduroy or Mole skin Shell Leather Sleave RECONSTRUCTION PRICE

\$7.90

SHEEPLINED COATS Canvas or Moleskim Shell RECONSTRUCTION PRICE

\$8.90

BLANKET LINED COAT (Tanyas Shell RECONSTRUCTION PRICE

\$2.49

NIGHT SHIRTS Outrog Flannes

RECONSTRUCTION PRICE

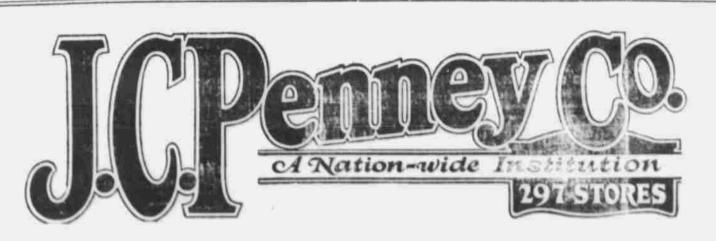
98c

CAMPER BLANKETS RECONSTRUCTION PRICE Each

\$1.98

Mens 3 Piece Corduroy Seal Brown and Olive Drab

\$17.90



Store Open Pay-Day until 9:00 P. M.